



COOKIES CRUNCH



الجامعة  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Seni Lukis  
& Seni Reka

# SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : SOCIAL  
MEDIA PORTFOLIO

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FAKULTI ART AND DESIGN  
MADAM SITI NAZIRAH OMAR

# Executive Summary

Cookies Crunch is a small business that has to introduce by myself. I plan the businesses through an online platform for advertising and selling. My products are more focused on quality to the customer. The admin for the online business is me named, Nurul Syazwani Binti Saiful Bahari. We cover up cash on delivery in Kuantan, Pahang area while the others we sent through shipping.

Cookies Crunch offers to the customer crunchy and soft cookies for the sweet tooth and cookies lover. Our target market is individuals who love cookies range age from kids to elderly. What the best is, our taste feels like which makes the customer satisfied.

at the end of the summary, I hope my small business wi;; grow and expend more further in the future and more and we will provide a lot of delicious flavours that can satisfy more customer.

# GO-ecommerce Certificate





Product Name: Cookies Crunch

Address : No 1 Lorong 9 Perkampungan Indera Sempurna, 25150  
Kuantan Pahang

Admin and Manager : Nurul Syazwani Binti Saiful Bahari

Mission: To serve the best taste of homebaked cookies to customers.

Vision: To create a variety of sweet cookies for customers which can  
make them fall in love more with cookies.

## About Cookies Crunch

Cookies Crunch is a small business that produces a variety of cookies. For now, they only have two flavors which are sugar cookies and chocolate chips cookies. The type of cookies is varied as the name for example chocolate chips is more crunchy while sugar cookies are buttery.

What cookies crunch target is to provide customers a lot of different tastes of cookies to them.

We only use Facebook as the advertising and selling platform.. Customers will send us DM and we will patiently reply to them with a professional attitude. The words on the headlines bite SIZE TREATS FOR SWEET TOOTH is the main point we hint that or cookies are sweet and in small size.

# Cookies Crunch Facebook Page



The pictures below is the page of Cookies Crunch. This where the customer will see the informations for the product and also where to buy the products from the seller.

For review and search url : [www.facebook.com/cookiesforcrunch](http://www.facebook.com/cookiesforcrunch)